



Data and Privacy File Guides

AppleCare Support Chats

February 2023

File name AppleCare Support Chats.txt

File description Chat Transcript between a user and an Apple advisor for a case.

Why Apple keeps this information Apple retains this information to facilitate providing support to the user.

Plan Protection Provider Apple is providing any AppleCare Services data we hold on behalf of your Protection Plan Provider. If AppleCare Services data files are provided, they will be identified with your Protection Plan Provider's name.

Field Name	Details
Apple Account ID	Apple account identifying number
Case ID	Unique number for the customer's support session
Chat Transcript	Full chat transcript exchanged between Apple and the individual regarding the specific Case ID
Chat Type	Whether the chat was sent by the Apple advisor/customer
Conversation Start Time	Time at which the chat started
Conversation End Time	Time at which the chat ended
Email	The email address of the customer chatting with Apple for support
First Name	The first name of the customer chatting with Apple for support
Last Name	The last name of the customer chatting with Apple for support
Sender	Sender of message (e.g., Apple Bot, Apple Live Agent, or Customer)
Serial Number	Serial number of the device
Timestamp	Date and time when the chat is received or sent